Master of International Journalism

Handbook 2015

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Information in this handbook is correct at the time of printing; all details may be subject to change
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About the Program

The Master of International Journalism is a three-semester course, designed so that full-time students can complete the degree in within one full calendar year, that is, two semesters plus summer. Completion requires undertaking 72 points (12 x 6-point units or equivalent) which may include a 12-point work placement or a 24-point research dissertation. The work placement is an opportunity for students to obtain on-the-job training in addition to theoretical and practically-focused units throughout the degree. Some units are core (compulsory) and there are a range of elective units available as well.

This is an international master program in journalism, meaning that students are provided with a global context for the development of the media, as well as the many variations in media practice between different parts of the world. We strongly encourage students who wish to be future leaders in journalism, media, communication and related areas to think in terms of the global media and communication environment, particularly in the context of Australia’s location within the Asian Region, and Perth as the Australian gateway to the Indian Ocean.

Many members of the teaching team have developed high profiles as Australian journalists covering domestic issues, and we are fortunate to have a team which has gained extensive international experience in a range of journalism, communication and professional settings. Other members of the teaching team are research leaders with strong international reputations for the investigation and analysis of contemporary news, media and communication cultures and practices in a contemporary setting and today’s digital culture.

This handbook provides details of the units, when they are offered, and the unit co-ordinators and teaching staff.

Some units are taught weekly across the semester while others are offered in an ‘intensive’ mode (in shorter time-frames with longer in-class activities and supervised group-work) and other units are taught wholly online. This mix of study modes is representative of the increasing range of working types and roles in a professional journalism and media/communication environment.

Many on-campus classes will be taught in the purpose-built “UWA Media Room” (SSCI 1.49) and some of the classes will include students from the Master of Strategic Communication—providing a powerful opportunity for future professionals on “both sides of the communication coin” to begin the process of networking and engaging with each other as our future communication and journalism leaders.

While most of the units have either weekly or intensive classes, much of the work involved in being a student of a Masters program involves private study, group activities and non-supervised research, creative and production activities. Full-time study will involve many non-class hours of work and activity in order to achieve well. We recommend approximately twelve hours per week for each 6-point unit across each semester. If, in the course of private study and non-teaching learning activities you feel lost, uncertain or unclear on any activity, please do not hesitate to contact any member of staff of the Discipline of Media and Communication—we are always available to help and we aim to ensure your learning experiences at UWA are productive and successful.
The following describes the structure of core and option units for students undertaking the Master of International Journalism by Coursework Only.

For students taking the Master of International Journalism by Coursework and Research, please see p.9.

Units: Semester One

Note: Enrolling students should check the timetable (timetable.wa.edu.au), particularly to avoid any clashes when choosing elective units hosted by other schools or faculties. Times and days of classes offered may be subject to change.

Core Units (students must take all of these units)

COMM5604 Media Law and Ethics (6 points)
Unit Co-ordinator: Dr Katarina Damjanov  
Teaching mode: Weekly 2-hour classes, Tuesdays 3-5pm in SSCI 1.49

This unit examines domestically and internationally legal and ethical frameworks for print, broadcast and online media. Topic areas include defamation law, privilege, court reporting, parliamentary reporting rules, copyright regulations, issues of privacy, the use or avoidance of offensive materials, the rules surrounding freedom of information and general broadcasting laws and regulations.

COMM5605 Issues in Contemporary Global Journalism (6 points)
Unit Co-ordinator: Professor Peter van Onselen  
Teaching mode: This unit is taught in a combination of face-to-face and online, as arranged via LMS. Face-to-face classes will normally be held fortnightly on Fridays between 10am and 2.00pm in SSCI 1.49.

This unit examines domestically and internationally legal and ethical frameworks for print, broadcast and online media. Topic areas include defamation law, privilege, court reporting, parliamentary reporting rules, copyright regulations, issues of privacy, the use or avoidance of offensive materials, the rules surrounding freedom of information and general broadcasting laws and regulations.

COMM5607 News Gathering: Technique and Timing (6 points)
Unit Co-ordinator: Professor Peter van Onselen  
Teaching mode: This unit is taught in a combination of face-to-face and online, as arranged via LMS. Face-to-face classes will normally be held fortnightly on Fridays between 10am and 2.00pm in SSCI 1.49.

This unit teaches the most basic component of good journalism—gathering news. It covers gathering and verifying news, how to conduct interviews, news writing techniques and how to select newsworthy stories. Ethical standards in news gathering as well as conventions are looked at. How to compile information using traditional road work, digitally, online and via news networks are all taught. Various forms of news gathering are taught in topic-specific forms such as politics, business, sport and science.

Elective Units (students should choose one of the following to make up 24 points this semester)

SCOM5303 Communication Strategies for Change (6 points)
Unit Co-ordinator: Rob Cover  
Teaching mode: This unit is taught in 2015 in 4 sessions, Thursdays 12pm-5pm in weeks 3, 4, 5 and 6 in SSCI 1.49.

This unit examines the interface between scientific knowledge, industry, policy and the general community. Emphasis is placed on the basic theoretical principles of communication and the extension of complex information to non-specialist audiences. Students examine different strategies that are used to raise awareness, educate, change behaviour, communicate about risks and promote new technologies. Students develop their understanding and skills
in communication, extension, project management, community consultation, science's role in society, ethical issues and the role of information in achieving change.

**MGMT5610 Applied Professional Business Communications (6 points)**
Taught by UWA Business School

*This unit is recommended mainly for students for whom English is a second language*
This unit helps students develop their English writing and speaking skills to enable them to communicate confidently and professionally in a business environment. Students learn to produce key business documents as well as polished presentations. Additionally, the unit explores critical thinking, researching and referencing skills. The learning in the unit is drawn from a range of disciplines including Accounting, Economics, Employment Relations, Information Management, Management, Marketing and Organisational Behaviour.

**MKTG5501 Integrated Marketing Communications (6 points)**
Taught by UWA Business School

Advertising and sales promotion can be powerful influences of choice behaviour when applied at the appropriate time and to the right audience. International and subcultural markets introduce additional economic, cultural, technological, legal and political factors that further complicate the ability to provide an effective integrated marketing communications strategy for the firm, agency or group. This unit reviews the various approaches and philosophies of the marketing communications task and develops a format for developing effective strategies within ethical and legal boundaries.

**COMM4102 Sexuality, Media, Culture**
Unit Co-ordinator: Kyra Clarke
*Teaching mode: This unit is taught in two-hour classes in most (but not all) weeks on Wednesdays 12-2pm.*

Digital media has significantly changed the ways in which we think about sex, sexuality, censorship, bodies and identity. This unit introduces students to a range of issues relating to sexuality and digital media. By examining the ways in which digital, interactive media represents, constitutes and circulates ideas of sex and sexuality, students gain a strong, working knowledge of the ways in which digital media is changing ideas related to sex and sexuality, including minority sexual identities, youth sexuality, depictions of sexual material, pornography and censorship. The unit introduces participants to a range of theoretical approaches to the study of digital media and issues in contemporary culture. Some topics covered in the unit include the changing representation of minority sexualities within the growth of digital, online media; the impact of online pornography distribution on perceptions of bodies, advertising, legislation and censorship; issues related to youth access to online sexual material; the persistence of stereotypes related to sexuality and methods for combating them; and the use of online and mobile technologies in sexual behaviour and sexual material sharing (texting/sexting).

*Enrolment queries should be directed to postgrad-arts@uwa.edu.au*
Units: Semester Two

Note: Enrolling students should check the timetable (timetable.wa.edu.au), particularly to avoid any clashes when choosing elective units hosted by other schools or faculties. Times and days of classes offered may be subject to change.

Core Units (students must take all of these units)

COMM5602 Online Journalism (6 points)
Unit Co-ordinator: Professor Peter van Onselen
Teaching mode: This unit is normally taught fortnightly in 6 x 3.5-hour classes

This unit examines a crucial aspect of journalism—the emerging world of online communication. It analyses the impact of social media, the challenges of paid content online and what blogging has done to journalism. It also analyses the impact of online journalism on the way news is covered. The unit provides the opportunity through assessments to write as online journalists.

COMM5606 Investigative Reporting (6 points)
Taught by: Professor Peter van Onselen and Mr Chris Hunt
Teaching mode: This unit is normally taught in blocs of 5-hours, once a week for 4 weeks.

Investigative reporting is a cornerstone of good journalism. This unit examines investigative reporting as it is applied in the various mediums of the media. It looks at historical developments in investigative techniques, the research skills necessary to find stories and make them stack up, and the impact of the modern globalised world on this trade. The pitch to editors and producers as well as understanding the audience in the modern world are two further aspects of investigative reporting covered in the unit.

COMM5704 Global Media and Cross-Cultural Communication (6 points)
Unit Co-ordinator: Associate Professor Rob Cover
Teaching mode: This unit is normally taught in blocs of 5-hours, once a week for 4 weeks.

Effective communications strategists today need to be globally orientated, culturally aware and capable of working in an internationalised and transnational environment. This unit provides students with a background on contemporary global media and communications environment, approaches to globalisation as a driving concept in contemporary strategy, and methods for ensuring ethical, inclusive and effective intercultural communication. The unit may involve rehearsing collaborative engagement with students from overseas institutions and programs, and projects that are tailored for a range of communicative situations and professional contexts.

Elective Units (students should choose one of the following to make up 24 points this semester)

COMM4103 iGeneration (6 points)
Unit Co-ordinator: To be advised
Teaching mode: This unit is normally taught in blocs of 5-hours, once a week for 4 weeks.

In this unit, students explore emerging debates on subjectivity and creative practice in the digital era. In order to fully engage with these fields, assessments include creative analytical practices and ethnographic methodologies, which involves the creation of a digital media piece that explores and experiments with subjectivity, and a self-reflexive essay that analyses and evaluates relevant theory in light of the creative production process. This investigation outlines how the project’s theoretical developments transpired in parallel to, and in extension of, the creative process and its findings, and vice versa, as the digital work and the essay enter into a dialectical relationship. The unit is designed to enhance students’ existing skills in research, textual analysis and digital media production.

MGMT5610 Applied Professional Business Communications (6 points)
Taught by UWA Business School

This unit is recommended mainly for students for whom English is a second language.
This unit helps students develop their English writing and speaking skills to enable them to communicate confidently and professionally in a business environment. Students learn to produce key business documents as well as polished presentations. Additionally, the unit explores critical thinking, researching and referencing skills. The learning in the unit is drawn from a range of disciplines including Accounting, Economics, Employment Relations, Information Management, Management, Marketing and Organisational Behaviour.

**MKTG5505 Marketing and Society (6 points)**
**Taught by UWA Business School**

This unit extends student knowledge into areas seldom covered in traditional marketing studies. Students explore the societal and environmental consequences of marketing and, as a result, are better positioned to make more sustainable product-related decisions. They are introduced to the 'life-goal' concepts of life satisfaction, wellbeing and quality of life (QOL) and develop a deeper appreciation of how marketing can positively enhance the aforementioned life-goals. Students examine the potential contribution of market-based economies to equitable globalisation and learn how new technologies can be applied to achieve the above in a more sustainable manner.

Enrolment queries should be directed to postgrad-arts@uwa.edu.au
Units: Summer

**Students in Course by Coursework only take:**

**COMM5603 Practicum 1: Print and Digital (6 points)**
Unit Co-ordinator: Professor Peter van Onselen
Teaching mode: This unit is normally taught intensively across 1-2 weeks—TBA.

This unit aims to train potential journalists through practical experience. The practicum mostly involves operating as 'working journalists' and includes a limited number of traditional classroom sessions. The print component of the unit includes journalistic research, writing a lead, structuring stories, news pieces, features, opinions or investigative stories, as well as editing and sub-editing. The digital component focuses on online written journalism. An online site functions as a public store of student journalism.

**COMM5608 Practicum 2: Broadcast and Digital (6 points)**
Taught by: Professor Peter van Onselen and Mr Matt Moran
Teaching mode: This unit is normally taught intensively across 1-2 weeks—TBA

This unit aims to train potential journalists through practical experience. The practicum mostly involves operating as 'working journalists' and includes a limited number of traditional classroom sessions. The unit focuses on broadcast media and the digital component uses video and audio sessions online, adding to a working website for news run through the masters’ degree course. The online site gives students a public store of stories they have worked on.

**COMM5614 Work Placement (12 points)**
Co-ordinated by Dr Helen Fordham with Professor Peter van Onselen
Teaching mode: This unit includes a 3-hour introductory seminar on a date to be advised.

This unit gives students the opportunity to work in a professional media context. The objective is to give students the practical context in which to develop the skills obtained over the first two semesters of the degree, to make a direct contribution to publication within the industry, and to give students an entry way into the profession. Placements are across media disciplines: radio, television and print/online. They are arranged by negotiation between the industry partner, the student and the University. The University has a number of pre-arranged placement opportunities for high-quality candidates.

*Enrolment queries should be directed to postgrad-arts@uwa.edu.au*
Coursework and Research Option (w/ Dissertation)

Students who take the Master of International Journalism by Coursework and Research take most of the same units, with a slightly different structure and fewer options, in order to accommodate the time required to produce a strong, coherent, well-planned and well-researched dissertation by the end of the program.

The Coursework and Research option permits high-performing students who are interested in research, academic or scholarly careers and who achieve a high grade for the dissertation component to enrol later in a doctoral PhD program at this or another university (Note: PhD enrolments at most universities require a dissertation to be completed as part of honours or masters study). This will require a 15,000 – 20,000 word dissertation, supervised by a member of staff.

Students who have a more creative side are able to take the dissertation option by producing a broadcast-quality set of online feature articles or a video feature piece (such as a documentary) plus a 3,000 word essay. (Note: While a valuable addition to any professional’s portfolio, only the written dissertation will lead to PhD study).

If you are interested in the research dissertation option, you should discuss your research interested with the Discipline Chair, Media and Communication (Rob Cover) at the time of enrolment in semester one. If you have already enrolled in the coursework only option and wish to change, please ensure you contact the Discipline Chair well before 31 March.

Students enrol in the following to make a total of 72 points.

Semester One
COMM5602 Online Journalism (6 points)
COMM5606 Investigative Reporting (6 points)
COMM5704 Global Media and Cross-Cultural Communication (6 points)

Semester Two
COMM5602 Online Journalism (6 points)
COMM5606 Investigative Reporting (6 points)
COMM5704 Global Media and Cross-Cultural Communication (6 points)
COMM5620 *** Dissertation (note that the dissertation will usually be worked upon across the year and is usually due in mid-February after the summer units are completed. Students enrolling part-time should enrol in the COMM5621 code).

Summer
COMM5603 Practicum 1: Print and Digital (6 points)
COMM5608 Practicum 2: Broadcast and Digital (6 points)

Enrolment queries should be directed to postgrad-arts@uwa.edu.au
About the Teaching Team

Professor Peter van Onselen is the principal lecturer in the Master of International Journalism and designed the program. He is one of Australia's political journalists, a contributing editor at *The Australian* and *Sky News*. Professor van Onselen also writes a weekly column for Perth’s *Sunday Times* newspaper. He is the host of *PVO News Hour* on *Sky News*, as well as the network’s flagship political program *Australian Agenda* broadcast on Sunday mornings. Professor van Onselen co-ordinated the politics and government program at Edith Cowan University before beginning his career as a full-time journalist in 2009. He has presented cover stories on Australian politics for Channel Nine’s flagship current affairs program *Sunday*, as well as writing a weekly column of *The Bulletin* magazine. His is an award winning author of two best-selling book: *John Winston Howard: The Biography* (rated by *The Wall Street Journal* as the best biography of 2007) and *Howard’s End*, both published by Melbourne University Press. His first biography

Dr Helen Fordham began at The University of Western Australia in 2015. Previously, she taught at Notre Dame University, and has extensive experience in both journalism and professional communication.

Dr Katarina Damjanov was appointed to UWA in 2013 and her teaching specialises in digital media and communication design. Before joining UWA, she taught at The University of Melbourne, in the Schools of Social and Political Sciences and Culture and Communication. Prior to commencing her career in academia, Katarina acquired extensive experience working in a range of media and communication industries as a professional producer, journalist, scriptwriter and director. She has been involved in an array of successful commercial and artistic projects for film, television, radio, advertising and digital media.

Mr Matt Moran is a Walkley Award winning journalist and an Australian Army Afghanistan veteran. He's currently a federal political correspondent for Network Ten after joining the parliamentary team in 2011. A journalist with more than a decade’s experience, he joined Ten's Perth newsroom in 2004. Before starting in television, Matt was a rural reporter with the ABC based in Esperance. Since arriving in Canberra he's won numerous accolades including a Walkley Award, the Paul Lyneham Award for Excellence in Journalism and two UN Association of Australia Media Awards. Matt was shortlisted for the 2011 Graham Perkin Australian Journalist of the Year Award and is a Logie finalist. He was a Walkley Award judge in 2012. Matt is also an Australian Army Reserve major. He deployed to Afghanistan as a public affairs officer in 2009 and East Timor in 2007. He teaches COMM5608 Practicum 2: Broadcast and Digital in the summer.

Dr Rob Cover is Chair, Discipline of Media and Communication and the author of *Vulnerability and Exposure: Footballer Scandals, Masculine Identity and Ethics* (2014) and *Queer Youth Suicide, Culture and Identity: Unliveable Lives?* (2012), among many journal publications and book chapters. He has worked as a freelance journalist in the community media sector and as a communication strategist for several departments in the Queensland Government. He teaches SCOM5303 Communication Strategies for Change and oversees the research dissertation project for the Master of International Journalism.
Additional Information about Study in the Master of International Journalism

Late Work
Meeting deadlines and due dates is a normal part of the professional workplace and therefore an expectation in this professional program of study.

As with any delays in a workplace submission where one is required to alert their managers or supervisors as soon as a delay is known, it is likewise necessary to your teaching staff in the relevant unit if you believe there will be a delay in submission.

Work that is submitted without an agreed extension will be penalised and will receive no feedback. All student work is submitted online on LMS at the appointed time and date unless otherwise stated by the unit co-ordinators.

LMS (LEARNING MANAGEMENT SYSTEM)
LMS is based on open-source software known as Moodle (an abbreviation for Modular Object- Oriented Dynamic Learning Environment). All units in the Master of Strategic Communication that include content delivery will provide materials on LMS. Students can access their unit over the internet 24 hours a day, 7 days a week at their convenience to access learning materials, participate in online activities and submit assignments.

How can students access LMS? Go to the LMS website, http://www.lms.uwa.edu.au and log in using your UWA Student Number (found on your Campus Card) and Pheme Password. Click on the LOGIN button. Access to LMS requires an active UWA Student Number and Pheme Password. To activate your UWA Pheme account, go to http://www.pheme.uwa.edu.au Select the Students section and click on activate your Pheme account.

Unit Outlines
The Unit Information Management System (UIMS) is the site at which all official unit details can be found. This material should be read in conjunction with more detailed unit guides, materials and other documents found on each LMS unit page. UIMS can be accessed at: http://www.unitoutlines.arts.uwa.edu.au/

Teaching and Learning Responsibilities: Teaching and learning strategies
The university is primarily a place of research and as a student you are here not to be taught but, rather, to take the opportunity to learn. Much like a professional workplace and similar to workplace managers and supervisors, unit co-ordinators and lecturers may not necessarily be available to answer queries right away, either by email or in-person.

The primary task of a university education is to produce critical thinkers; thinkers who are able to operate independently, bring a unique and coherent perspective to problems and who are able to work through complicated issues and problems without direction. You cannot train people to think critically through specific direction and rote learning. Rather, it is something that is learnt through the process of confronting challenges and constructing your own strategies for negotiating these challenges. Developing resilience to cope with complex challenges and demanding assessments and the ability to think critically, creatively and innovatively is one’s own responsibility and comes from dedicated, consistent work and a strong engagement with the learning activities at hand.

There will be times when instructions are unclear, assessment criteria are complex and the material you have to work with is not easy to understand at first glance. In the process of developing skills and an orientation to a professional workplace, students in this program may have to learn how to cope with these difficulties, how to find answers to problems, how to rely on colleagues and fellow students for support and, in the process, develop one’s ability to thrive in the professional world. This is one of the most important skills one can learn from a postgraduate coursework degree.

Charter of student rights and responsibilities
The Charter of Student Rights and Responsibilities upholds the fundamental rights of students who undertake their education at the University of Western Australia. The University’s charter of Student Rights and Responsibilities is available at http://www.secretariat.uwa.edu.au/home/policies/charter